

C17 Building a Supportive Environment for Social Enterprise

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**Synthesis of SERC 3 Research
Findings**

Key Questions

- What does a supportive environment look like in practice?
 - Key components and structures
- Should the features of a supportive environment be uniform across sectors that form the Social Economy?
- How to make sense of the accomplished work?

Overview

- Purpose and Study Objectives
- Research Process
- Preliminary Findings
- Relevance and Next Steps

Purpose and Study Objectives

- Highlight the importance of BALTA research for supporting Social Enterprise development
 - Identify key findings that apply to social enterprises
 - Build on the BCSES existing framework
- Make recommendations intended to extend the BCSES framework for it to apply to CED initiatives and to the Social Economy

Research Process

- Technically, this research starts as a meta-analysis
- A post-hoc analysis of a broad areas of research and searching for common patterns
- Identified 14 possible reports
- In various stages of completion
- Determined relevancy of the content
- Reviewed content using BCSES framework
- Seek trustworthiness of the summaries

Steps in the Research Process

- 1 Identify individual project reports
- 2 Determine suitability of the content
- 3 Examine and summarize content using BC Social Enterprise Summit Framework
- 4 Chart out and identify patterns
- 5 Contact authors to assess for consistency and validity
- 6 Synthesize findings for final report
- 7 Develop online resource/tool for further development of an instrument for practitioners

BCSE Summit Framework

1. Encourage Awareness and Demonstrate the Value of Social Enterprise
2. Enhance Enterprise Skills
3. Ensure Access to Capital and Investment
4. Expand Market Opportunities

Preliminary Findings

- Identified 8 appropriate reports
- General patterns in the reports
 - Focused on particular activities
 - Significant stakeholder involvement
- Combination of linkage and possible connections

Global Picture

Rpt #	Encourage (29)	Enhance (27)	Ensure (29)	Expand (17)
One	10	8	16	6
Two	15	20	11	3
Three	16	9	4	5
Four	5	2	2	6
Five	16	7	5	4
Six	8	13	9	0
Seven	13	13	2	5
Eight	18	13	15	2

Encourage Awareness and Demonstrate the Value of Social Enterprise

Enhance Enterprise Skills

Ensure Access to Capital and Investment

Expand Market Opportunities

Awareness and Demonstrate the Value of Social Enterprise

- Importance of the case study method
 - Stories of challenges and rewards
- Develop a coherent understanding of the scope of programs and policies
- Confirm key audiences
 - Potential new audiences (e.g. individuals and philanthropists)
- Collection of secondary data
 - Provides scope of the sector

Enhance Enterprise Skills

- Important role of educational opportunities
 - Both informal and non-formal
- Importance of mentoring in vital areas
 - e.g financial literacy and advocacy
 - Shortcomings strong individual leaders
- Partnerships with academic institutions and other social economy organizations
 - Explore partnerships with private sector

Ensure Access to Capital and Investment

- Identify potential incentives to address risk
- Importance of enterprise capital pool through new financing tools
 - e.g. Community loan funds and micro-credit
- Necessity of accessing patient capital
- Government stakeholders
 - Facilitative and catalytic role

Expand Market Opportunities

- Lack of a unified strategy engrains differences and limits scope of social enterprises
 - Could be addressed through coherent marketing campaigns and focused procurement objectives
- Necessity of alliances and coalitions
 - Across sectors and in partnerships
 - Builds leadership capacity

Preliminary Analysis

- Scores may demonstrate greater focus in a particular area within the research project
 - Scores may assist in identifying potential gaps to be addressed in future work
- General patterns reveal how particular activities and initiatives are working on the ground
 - Can inform strategies for different businesses
- Reports present potential practices with a focus on different components that can supporting Social Enterprises

Next Steps

- Contacting individual authors
 - Determine the consistency of the findings
- Test the existing framework developed by BCSES
 - Identify the key findings that apply to social enterprises
- Make recommendations and identify gaps
- Develop a “living resource”

Relevance for BALTA

- A approach to explore the intersections and linkages of BALTA related research
- Inform what is needed to develop a supportive environment for the Social Economy
- Can inform the work plans across the SERCs
- Challenges to consider
 - Time and effort
 - Completed reports

Wrap up

- This approach allows us to indentify particular findings that are relevant to the different sectors that across the Social Economy
- Findings and tools emerging from this project can be used by the field
 - A broader audience will make use of our work
 - Provide relevant cases and evidence for advocacy and planning

Quick Questions?

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